

ENVIRONMENT AND FOOD FOUNDATION (E2F)



Strategic Plan Summary 2020 – 2030



Introduction



Environment and Food Foundation (E2F) is a registered apolitical, non- profit making and non governmental organization (NGO). The organization was founded in 2017 with the registration number 140/G.37/C84/VOLI /SASC.

A Firm Foundation

E2F was founded in 2017. During these past 5+ years, E2F has sought to harmonize nature and biodiversity lost conservation with meeting human wellbeing. Contributing to minimize and reduce some of the most alarming threats to marine, freshwater, coastal and terrestrial ecosystems by using the power of; Education, Activism, Policy Advocacy, Circular Economy, Research and Conservation, while working with **Indigenous People and Local Communities (IPLC), Youth, and Young Women**. Reflecting the need to address the nextricable linkages between environmental degradation and human development and the drivers and global pressures (indirect threats) leading to biodiversity loss, ecosystem function loss and climate change.

Our 03 critical goals are:

- To **Empower Climate Change Action**,
- To sustainably **Manage, Conserve and Protect Nature and Biodiversity**,
- To Reduce **Environmental Pollution** (especially **Marine pollution**).

E2F has evolved and grown to be a respected and vibrant organization, a well-recognized organization and change agent in Cameroon, Africa and globally.





Our Vision

To build a sustainable future, where people and nature thrive, striving on a clear path to sustainable, low carbon, and resilient development in Cameroon and Africa.

E2F envisions communities in Cameroon and Africa wherein every human has:

The opportunity to contribute to the socio-economic development of their community, **Access** to sufficient quantity of affordable nutritious food, **The right** mindset to live in harmony with nature.

Our Mission

E2F's mission is to minimize and reduce marine, freshwater, coastal and terrestrial ecosystems degradation through:

- **Conserving** marine, freshwater, coastal and terrestrial biological diversity;
- **Ensuring** the sustainable use of renewable natural resources;
- **Promoting** regenerative agriculture.

Our main techniques to attain these mission are; Education, Activism, Policy Advocacy, Circular Economy, Research and Conservation..

Our main approach is collaborative management and conservation of ecosystems (seascapes and landscapes).

“We believed in helping people to help themselves”.



LOOKING TO THE FUTURE

We are committed to building a sustainable future for Cameroon and Africa where people and the natural environment (nature) thrive, striving to move the country and continent forward on a clear path to sustainable, low carbon, and resilient development built on:

1. Healthy, functional ecosystems and environmental flows;
2. Elevating, amplifying, creating an equitable spaces and systems for local voices to participate and influence decision making processes, in the conservation of biodiversity for the mutual and equitable benefit of people and the environment.
3. Recognizing and respecting the rights of all people to access and utilize natural resources for their livelihood security in a manner that is sustainable and resilient.
4. Promoting an effective co management and equitable governance in protected and conserved areas.
5. Active and effective participation, commitment, and innovation of civil society and the private sector.
6. Establishing marine debris/litters and plastics recycling plants (factories).



WORKING AT THE PRESENT

We achieve our mission by working at multiple levels, from the local to global, forging alliances and partnerships from multiple sectors. We identify and target the most critical problems facing nature, and use our strengths, experience, partnerships, and scientific and traditional knowledge to find sustainable innovative solutions.

We endeavor to achieve our goals through activities that promote sustainable development of local communities in Cameroon and Africa. These activities involve strong collaborative participation from Indigenous People and Local Communities (IPLC), Youth, and Young Women with the guidance and valuable assistance of E2F and its volunteers.

Our Principles and Values



OUR VALUES

E2F embraces the following values in all aspects of her work



INCLUSIVITY

Diversity, respect, equal voice, tolerance, representation, participation



RIGHTS – BASED APPROACH

Human Rights, fairness, equity – gender, age



INNOVATION

We bring in novel approaches to solve the most challenging environmental problems

EMPOWERMENT

Capacity building, knowledge sharing, decision-making



DETERMINATION

We're passionate about what we do, and determined to make a difference



OUR GUIDING PRINCIPLES

1. We are **independent, multicultural, and intergenerational**.
2. We seek **dialogue** and **listen** to the people before we take conservation actions.
3. We create effective **conservation** solutions through a combination of local action **on-the-ground, campaigns, advocacy and policy**, mobilizing **change**, citizen **action** and **leadership** from other actors.
4. We respect and involve **local communities**, ethnic and indigenous peoples in the planning, implementation and monitoring of our programs, with a **mindful eye** to facilitate their **leadership** and **influence**, and address their economic, social needs and cultural values.
5. To maximize effectiveness and impact, we work to **mobilize** and **inspire** others to take action. (Civil society organizations, governments, businesses, and local communities).
6. We advance in our work justly and thoughtfully, and we use donor funds with the strictest and highest standards of **accountability** and **transparency**.
7. We apply rigorous **safeguards** to all of our work to ensure that the rights of local communities are respected and incorporated into program actions.
8. We believe in helping people to help themselves by building **socially** and **economically resilient** livelihoods and communities.



CAMEROON'S TARGETS

MAIN STRATEGIES

1. Improve **adaptive management** and increase **legal protection** of **freshwater, marine** and **terrestrial** ecosystems in critical protected areas and ecosystems.
2. Ensure ecological **resilience** of prioritized **river basins**.
3. Critical habitat for key species is protected and effectively managed in at least **5 ecologically and biologically important areas (EBSA)** and illegal extraction, use and trade of wildlife is eliminated.
4. Increase ecological **representation**, area **conservation** and effective **co-management** of coastal and marine ecosystems in the Cameroon estuary, safeguarding species and ecosystems diversity.
5. At least **five** sustainable production landscapes and seascapes are contributing to improve **food security, biodiversity conservation, and socioecological resilience**.
6. At least **3.5 million** hectares of protected areas have increased their effective management, including the protection and management of **Key Biodiversity Areas (KBA)** for selected species.
7. Deforestation halted in at least **5 land-based rural landscapes**.
8. Improve management and governance of at least 1.5 million Ha. community owned territories.
9. **Collective Climate Action** underway with participation of and strong and ambitious commitments from national and subnational **governments, development agencies, financial sector, private sector, cities and civil society**.
10. Establish marine litter/debris and plastics recycling factories in **Cameroon**.
11. Provision of **carbon credits** for mangroves and rain forests conservation.
12. Incentivizing the collection of marine litters/debris and plastics by providing **plastics credits** for collectors.
13. Establish indigenous and local communities Trust Fund for conservation.

A space for nature:
Mainstreaming biodiversity/
nature conservation and climate
change planning into territorial
development plans.

Inclusive and equitable social,
political, and institutional
governance.

Cleaner, safer and healthier
nature (natural
environment).

Our Conservation Ambition

Conservation goals and human well-being guide our targets and ambitions



WHAT WE AIM FOR

CONSERVATION

Connectivity along forest, marine & freshwater ecosystems
Ecologically **healthy** and **functional** forest, marine, coastal, and freshwater environments.
Marine debris/litters and plastics **free** terrestrial, marine and freshwater ecosystems.

HUMAN WELL-BEING

**Food security, Clean water
Inclusion and equity**

GLOBAL GOALS & TARGETS



FRESHWATER

Freshwater ecosystems & flow regimes in key river basins provide water for people & nature.



MARINE (OCEANS)

The world's most important fisheries & ocean ecosystems are productive and resilient and improve livelihoods and biodiversity.



FORESTS (MANGROVES & RAIN FORESTS)

Increase coverage and effective co-management of marine and terrestrial protected areas. Halt deforestation and restore degraded seascapes and forest landscapes.



FOOD

Sustainable food systems conserve nature and maintain food security.



WILDLIFE

The world's most iconic and endangered terrestrial, freshwater and marine species are secured and recovering in the wild.



CLIMATE

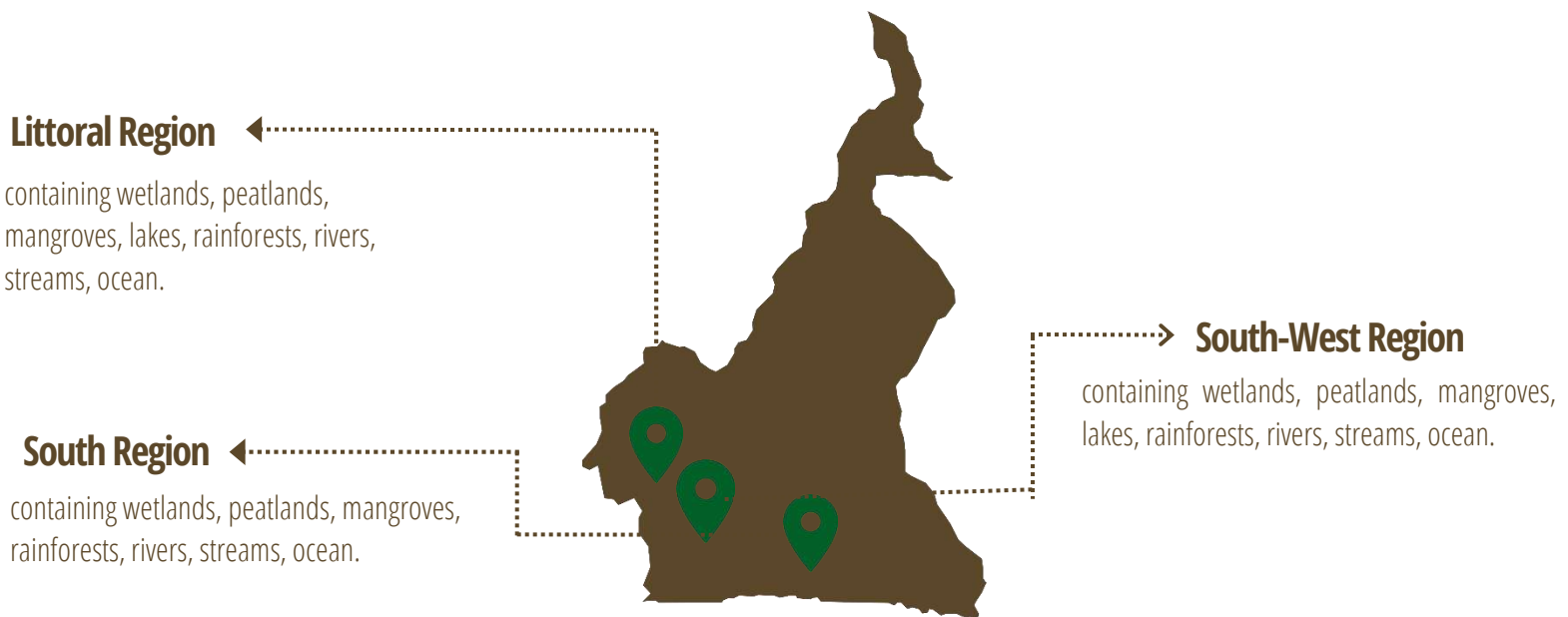
An equitable and just transition is underway that limits warming to 1.5 C protects people and nature and builds a climate resilient futures. Marine litters/debris and plastics pollution remain one of the most dangerous threats to humanity globally.

Our Priority Ecoregions



Our conservation work is targeted in three priority ecoregions that are shared with neighboring countries.

These regions are unique and provide critical marine, freshwater and terrestrial ecosystem services to human populations.



Our Conservation Targets

SPECIES ASSOCIATED WITH RIVERS, PEATLANDS AND WETLANDS

Fishes crabs crustaceans prawns

SPECIES ASSOCIATED WITH FUNCTIONAL MARINE ENVIRONMENTS

Manatees turtles crocodiles whales sharks

SPECIES ASSOCIATED WITH RAIN FORESTS

Apes
gorillas, chimpanzees, monkeys

Birds



CROSS CUTTING CONSERVATION STRATEGIES

SUSTAINING CAMEROON'S VAST BIODIVERSITY
AND ECOSYSTEM SERVICES IS A CHALLENGE THAT REQUIRES A
MULTIFACETED AND COLLABORATIVE APPROACH.

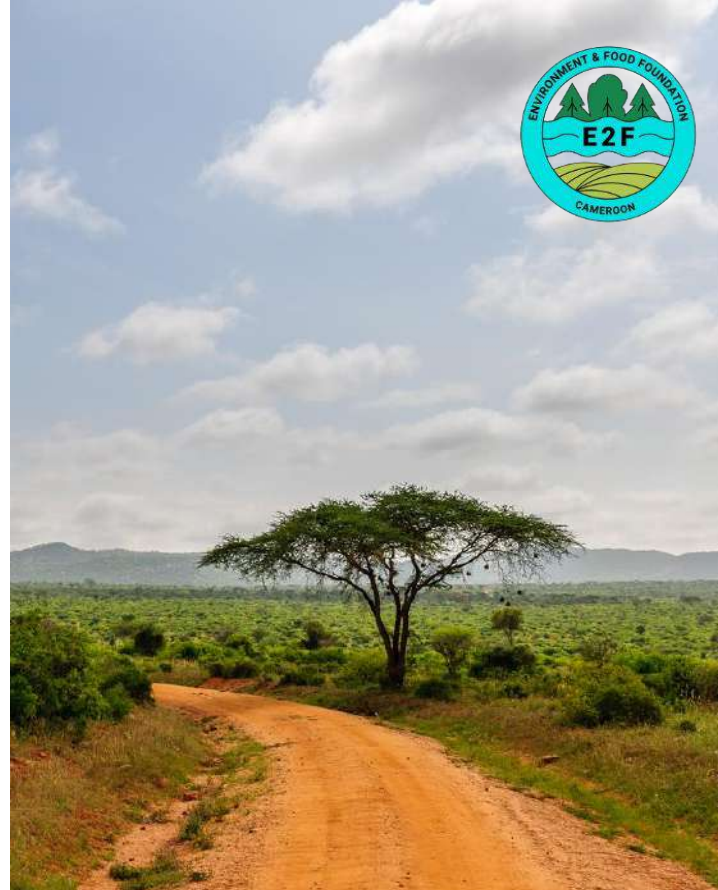
CROSS CUTTING STRATEGIES

A space for
nature

Inclusive and effective social,
political, and institutional
governance

STRATEGY 1: A SPACE FOR NATURE

The country's and continent demand for natural resources are creating new opportunities to open new territories to development and transform expansive landscapes and seascapes. While long a cornerstone of our work, Integrated Landscape and seascape Planning and Management is taking on renewed importance to address these new pressures. Further, in the context of a changing climate, Nature Based Solutions (NBS) and planning for greater resilience will be critical for the immediate future both for people and nature. It is also important to remember that land use change and agriculture account for nearly 20% of GHG emissions, and thus a key sector to help Cameroon meet its Nationally Determined Contributions (NDC). Integrated landscape and seascape planning and management must bring all stakeholders to the table, from local communities, government, businesses, and the financial sector, and integrate climate and biodiversity considerations into planning processes both in production and conservation landscapes and seascapes. The aim is to develop climate smart and resilient landscapes and seascapes, using Nature Based Solutions for climate mitigation and adaptation. The targets include the following:



1. Broaden coverage and effective management of protected areas for biodiversity and the provision of environmental services. This includes the creation of new public protected areas (multiple levels) to reach the current 17% target for terrestrial and 10% marine and push for more ambitious targets in the 2030 agenda.
2. Additionally, private lands and community-based conservation are a major opportunity to improve livelihoods and well-being



STRATEGY 2: INCLUSIVE AND EFFECTIVE SOCIAL, POLITICAL AND INSTITUCIONAL GOVERNANCE

Poor governance and inequity in the use of natural resources and access to land and waters have been major challenges for decades and are the foundation of the decades-long civil war (e.g., an estimated 42 to 60% of timber commercialized is from illegal sources, more than 50% of national parks affected by illegal use and occupation, an estimated 15% of forest reserves have mining titles granted or in the process). Improving territorial governance is also an opportunity to enable people to protect landscapes and seascapes, considering that 50% of the country's remaining forest cover is found in ethnic and indigenous territories. Strengthening governance and participation has been at the center of our work for more than 5 years and will continue into the future. Effective nature- and people-focused governance is aimed at promoting stewardship and environmental responsibility at all levels and across sectors. This means building capacity for more effective governance, especially citizen participation in decision-making scenarios regarding access, use, and management of land, water (marine and freshwater), and natural resources, empowering key players from local to global, enabling dialog, participation, and influence in decision-making, while generating changes in attitudes and helping key actors formulate solutions to their environmental and development challenges. This includes such approaches as Collective or collaborative Action for Climate Action, public-private dialogue, and citizen watchdog groups to monitor large-scale development initiatives. To address conservation governance and territorial security, we work with public agencies and communities (indigenous, traditional, and other informal groups) to resolve land and natural resource conflicts.

The formulation and implementation of environmental and sector policies and practices to support the conservation and sustainable use of land, water (freshwater and marine) and natural resources at the national and international levels reinforces local level actions and promotes citizen action. Strengthening policy frameworks supports the adoption of low-carbon strategies, sustainable development and conservation of nature aimed at stopping the conversion of natural ecosystems while encouraging sustainable production. Our policy agenda is framed by the Sustainable Development Goals using existing governance mechanisms. As a widely respected organization, E2F is uniquely positioned to generate alliances among national, regional, and international actors, and the Policy team is a major player in E2F's international agenda (Climate, Biodiversity, SDG, and others) and playing a leadership role in Africa. Further, we are able to promote social, environmental, and political governance beyond borders by building a shared strategy to increase the social, economic and ecological resilience of frontier ecosystems and communities.

MOBILIZING AND INSPIRING A MOVEMENT

WE SEEK TO INSPIRE, MOTIVATE, AND MOBILIZE GOVERNMENTS, BUSINESSES, AND MORE THAN 1 MILLION CITIZENS TO SUPPORT E2F'S MISSION, ACTIONS, AND ADOPT SUSTAINABLE LIFESTYLES AND PRACTICES.

Our 2020-2030 Strategic Plan has five communication tactics targeting different audiences and with different types of messaging and rationale in mind. This suite of approaches ensures that our conservation efforts reach across Cameroon and resonate with citizens residing in cities and in rural areas; with consumers and producers of goods and services; with national and local government leaders and decision makers; and with representatives from the commercial and financial sectors – thereby ensuring that sustainability becomes a cornerstone of sustainable and resilient development in Cameroon.

E2F'S COMMUNICATION TACTICS



GOAL

Conservation Action



Support field projects

Mobilization and Education



Change attitudes, behaviors and mindset for more sustainable lifestyles.

Influence public opinion and advocacy



Promote citizen engagement to advocate for environmental justice and policies.

Positioning E2F



Build our brand and organizational recognition

Build a social constituency and engagement



Inspire and mobilize people and organizations to engage with and give to E2F.



A SUSTAINABLE FUNDING BASE FOR CONSERVATION ACTION

E2F HAS MAINTAINED SOLID AND CONSISTENT FINANCIAL GROWTH OVER THE PAST 5 YEARS. WE AIM TO MAINTAIN THIS GROWTH TRAJECTORY. WHILE WE HAVE RELIED TRADITIONALLY ON THE E2F NETWORK, DONORS/COOPERATION, AND FUNDERS FOR OUR FUNDING – MOST OF WHICH IS TIED TO SPECIFIC PROJECTS – WE HAVE BEGUN TO DEVELOP CAPACITY TO RAISE UNRESTRICTED RESOURCES FROM BUSINESSES AND CITIZENS.

Our aim is to maintain growth and investment in conservation, build a partnership approach for fundraising, mobilize investment in conservation by others and ensure a sustainable foundation of funds to enable us to respond to opportunities, emergencies, and unanticipated needs.

Our financial strategy includes two primary targets:

1. Increase our annual revenue;

and

2. Increase unrestricted funds

These ambitious goals will allow us to maintain current levels of funding while diversifying our revenue sources and allowing us the flexibility to invest in new strategic areas and respond to opportunities or crises.

We will continue to work in partnership with and seek funding from E2F's Network, other NGO's and business and civil society to raise these important resources through following approaches.

1. Network Alliances – Seek investments & share complementary technical support from across the E2F Network. This includes maintaining our long-term partnerships while seeking new partnerships across the network and building regional or transnational initiatives and proposals to work with others in the region as well as beyond.

2. Private Funding Sources – Caused Based Markets and Individual. Seeking carbon and plastic credits from private individuals, organizations and companies.

3. Public Sector Partnerships. We are looking forward to build an effective partnership with Cameroon government agencies as well as international cooperations. We will continue to build these partnerships as well as develop innovative approaches such as blended finance and work with trade agreements. These sources will likely continue to represent at least 20% of our overall annual budget.

A photograph showing several workers in high-visibility yellow vests and blue caps cleaning a large pile of plastic waste. They are using tools to sort and bag the trash. The background shows some buildings and trees under a cloudy sky.

STRONG ORGANIZATIONAL CAPACITY, PEOPLE AND LEADERSHIP

To achieve long-lasting conservation goals and confront the challenges of a changing and dynamic environment and political context, we will continue on our Organizational Development journey to ensure becoming among the strongest organization possible and a recognized partner in Cameroon, the Africa region and the world.

This will be built on the following pillars:

- An Integrated Strategic Plan that reports critical contributions to the global and country goals, with an effective evidence-based monitoring system.
- An innovative and effective organizational structure populated by a creative, committed and fulfilled technical and administrative team, driving results and impact.
- New operational and financial management systems designed and adopted to ensure efficient and transparent financial planning and management, and accountability at local, regional and International levels.



TOGETHER POSSIBLE

WE KNOW THAT ONE ORGANIZATION ALONE CANNOT AFFECT THE SCALE OF CHANGE NEEDED FOR A LIVING PLANET. THAT'S WHY WE RELY ON PARTNERSHIPS AND OUR SUPPORTERS. THE CHANGES WE WANT TO SEE IN THE WORLD CAN ONLY COME ABOUT THROUGH THE EFFORTS OF MANY PEOPLE FROM MANY SECTORS.

Working together with others is a guiding principle of everything we do. It cuts across our work on the ground with local communities, it is at the foundation of mobilizing and building a movement, engaging corporate and financial sectors to be drivers of the change and transformation we need, influencing policy, mobilizing financial resources and complementing capacities. Our targets are:

1. For each of our project and program areas, we will carry out **stakeholder analyses** to identify and engage key actors.
2. We will seek to develop projects jointly with **partners**.
3. We will influence policy working together with other **organizations**.
4. We will recognize and respect the **work** and **leadership** of others.

ENVIRONMENT AND FOOD FOUNDATION (E2F) PROGRAMS

- 1) Collection and Valorization of plastic waste bottles along the Douala Estuary, Cameroon.
- 2) Mangroves and Inland Wetlands Restoration for Climate Adaptation, Mitigation and Resilience.
- 3) Climate Emergency: Protecting lake Ossa from invasive aquatic plants (AIP).
- 4) Cameroon – Abandoned, Lost or otherwise Discarded Fishing Gears (ALDFGs) Reduction Initiative.
- 5) Girls and Young Women Empowerment into Biodiversity conservation.

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- **Instagram: Environment and Food Foundation**

Link;

<https://www.instagram.com/environmentandfoodfoundation/>

- **LinkedIn: Environment and Food Foundation (E2F)**

Link;

<https://www.linkedin.com/company/environment-and-food-foundation-e2f>



THIS STRATEGIC PLAN SEEKS THAT, BY 2030, CAMEROON TRANSITS A PATH TOWARDS A SUSTAINABLE, CLIMATE-SMART, LOW-CARBON, INCLUSIVE AND EQUITABLE SOCIO-ECONOMIC DEVELOPMENT.